

Listening Guide 3.1 Sponsorship

Sports Sponsorship

•DEFINED:

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•Examples

“Signature Sponsor”

Sponsorship Leveraging

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Visa Leveraging Example

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Drawbacks to Sponsorship

•Becoming _____

•Expensive =

•Clutter =

•Negative _____

Sponsorship Process

•Sponsorship _____

•Sponsorship _____

•Sponsor _____

• _____ & _____

Look at Each Separately

•Goals of Sponsorship

—Direct

—Indirect

—Tangible

—Intangible

—Measurable:

Goals Of Sponsorship:

Direct:

1.

•Indirect:

2.

3.

4.

5.

6.

•Kodak Sponsorship Example:

Sponsorship Budgeting

Funding the _____

—Funding by same means as in Promotion

•Competitive Parity

•

•Arbitrary Allocation

•

•Percentage of Sales

•

•Objective & Task

Sponsorship Funding

#1: Fund for the _____

•Example:

•Terms:

Sponsorship Budgeting

#2. Fund the _____

—Examples:

—Examples:

—Leveraging:

—Terms:

—

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Listening Guide 3.1 === Sponsorship

Sponsor Acquisition

- Determine _____

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- Determine _____

-

- Sponsorship Selection:

- _____ of Platform

- _____ of the Sponsorship

- Sponsorship _____

- Sponsorship _____

Aspen School of Music Benefit Example

Running & Evaluating the Sponsorship

- Important factors for Sponsor Participation

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-

- defined:

-

-

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Why Sponsors Fail & What it means

- No _____ for Activation

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- Not _____

-

- No _____ Objectives

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- Too _____

-

- _____ Ambush

-

- Too Much _____

-

- Failure to _____

-

- Insufficient _____

-

- _____ at the Wrong Level

-

- No _____

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- No Communications to _____

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